



TASK :

BUILDING STUDENTS' DASHBOARD FEATURE

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Role: Product Manager

Students rely heavily on external communication media like Whatsapp, Telegram, Linkedin, etc for communication.

Thus its very common to:

Get Distracted during studies

Lack of a one stop platform for fulfilling all study needs

Getting analysis of Tests data, Performance Report, Results, Queries, D

oubts suggestion requires external intervention;possible chances of students churning

InteRacting hassle free between mates and mentors

Class schedule

External review section, providing mentors' feedback, adapting to the lastest updates at the organisation and a lot of such issues.....

A STOP SOLUTION TO ALL SUCH ISSUES SHOULD BE PRESENT

Problem Statement

I am a PRODUCT MANAGER at Insaid, I am trying to reduce students' reliance on external communication media, but the lack of a platform from the company entirely focussed on making students and beneficiaries stick to the platform for all the needs makes me wonder if INSAID future will rely on external communication media like any other online platform.

Goals:

Building a platform that can:

1. Allow peer-to-peer communication
2. Fast and easier doubts solution
3. Generates Performance Report, Ranking, Bureau of your last tests, your weak regions, scope of improvement
4. Improve and present direct communication mentors and peers
5. Inform class schedules, send push notifications, and much more...



Hypothesis and Feature Description

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A portal has to be developed - Both as an App and a Website:

Multiple sections like:

1. **Chat Window** : A chat window containing basic functions of chatting + scan questions + record doubts in audio format + swipe feature + bookmarks
2. **Students Section** : Containing info like Student's Performance Report, Ranking, Marks, No of Tests given, Course Management etc. can be housed here.
3. **Mentors Arena** : A place where mentors can be contacted with, raising doubts, mentors can schedule classes, interact with students, Answers writing platform, utilities for online classes, easy video communication tools, easy link generation for meet over Zoom, Google Drive
4. **Examination Section** : An area where time-bound anti-theft examinations can be held
5. **Contact Us** : Basic requirements of a contact info section where feedback, contact the organization function can be added, etc
6. **Gamification features**, rating, points and other benefits



Vision Narrative

Raman 19, M

Hi am Raman! I am a 2nd year Product Management Enthusiast at IIT (ISM), Dhanbad. Am using INSAID from a long time for completing my basics and theory part of the Product. The platform is quite good for learning. But when comes to providing an only platform for all my needs. I find the platform tough to stick to. I was earlier motivated the quality of the content available, but finally the communication part is held strong by Whatsapp and Telegram only. Its sometimes a hazzle to copy a question and send it over Whatsapp tp my friend

Raman currently thinks of :

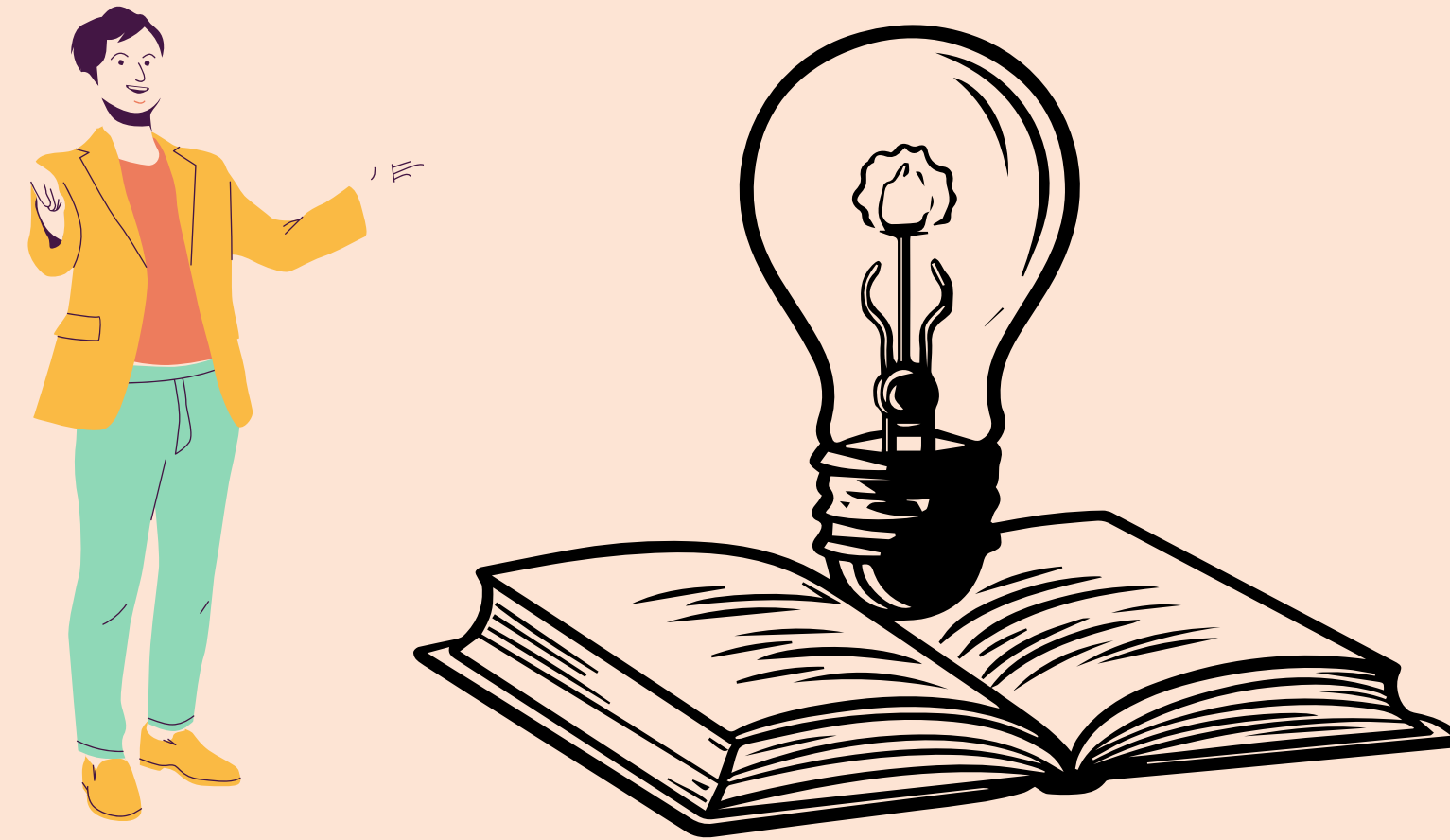
- * Hassle of using multiple platforms
- * Stickiness of the platform
- * Some sort of rewards is lacking-either monetay or ranking based

Impact on Users:

1. Uni platform solution
2. A portal dedicated on Students and Mentors
3. Stickiness increases
4. Bounce to other platform reduces

Impact on company:

1. More dedicated customer base
2. Engagement Time increases
3. Bounce & Churn Rate decreases
4. Retention improves



Key Trade-offs and Descisions

Alternatives to a chat-based platform to prevent people from using external communications:

- 1. Creating a limited command based set of features like, User Prompts, Task assigner, live quizzes during live lectures**
- 2. Using features such as Discussion Groups, Community, Forums, QnA groups, Buzz groups, Ask and Answer sessions like Quora, Stack-Exchange, Reddit etc.... Although some blog works and discussion groups exist**
- 3. Interactive online game platform like Quizziz or Kahoot is a super easy way to get engagement.**
- 4. Personalized students training, assigning mentors on a regular basis, etc...**
- 5. Organizing Case Studies, Competitions, Live Challenges**
- 6. Helping learners find Dedicated Internship, Trainee-ship through the platform**

Possible Reasons for drop-offs:

- Employing a chat-based closed environment keeps personal identity secure while maintaining the discussions rich in group chats.**
- Using the APIs of linkedin may pose issues in long term**
- Presence of already strong players in discussion groups might be tough**
- Same goes with video chats, online live classes,...**

Mock-Ups

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Mentors and General chat section can be added

Student titles like Fast Learner, Learner-e-Vita can be used

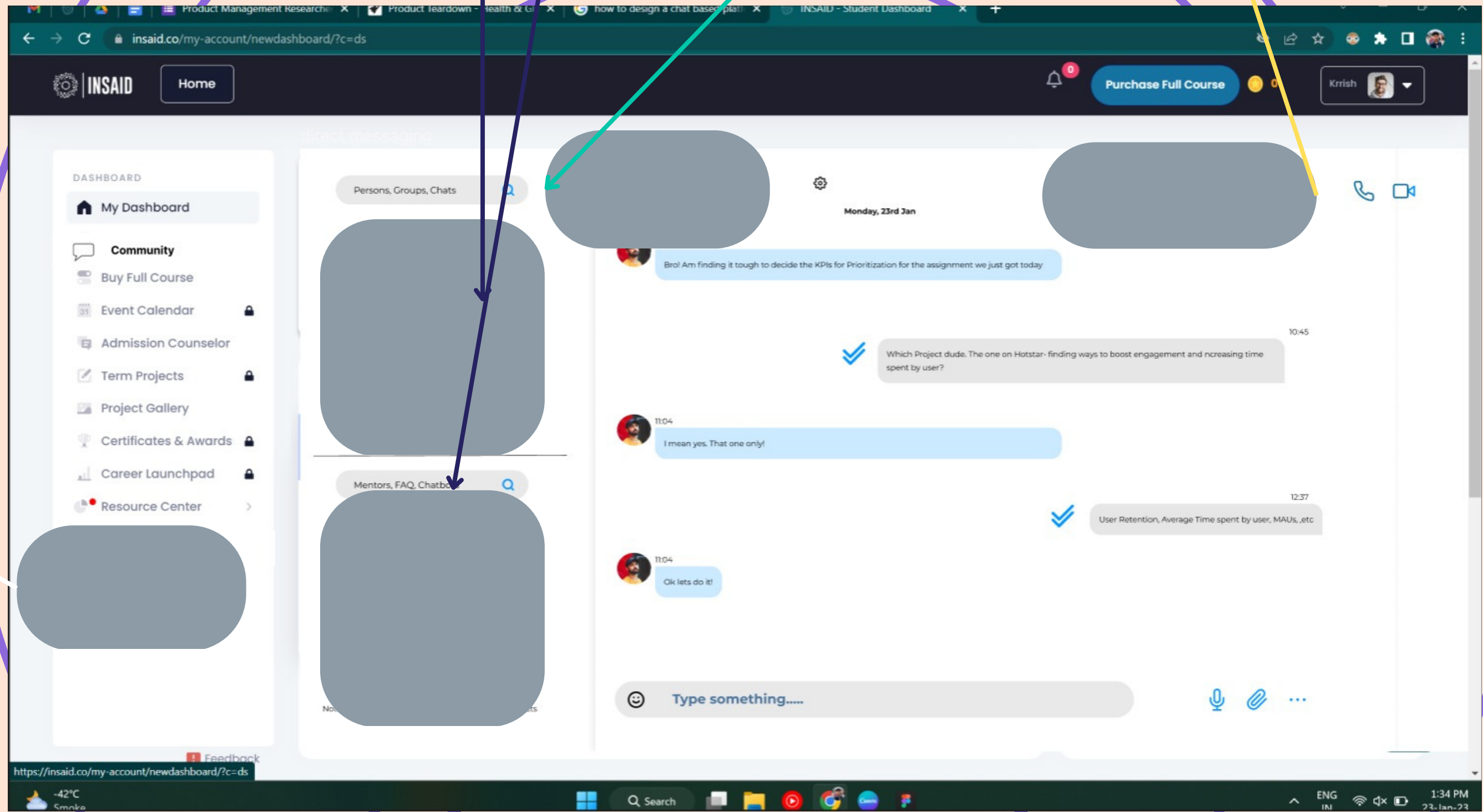
Gamification features:

- Badges - For active users
- Points and Global Rank
- Engaging tasks

Adding dedicated features:

1. Examination
2. Performance Report
3. Contact Us & FAQs

Content Monitoring + Censoring + Analytics can be imported



Basic chat features: Live status, swipe to reply, dedicated chat window, file sharing, emojis section, about account info, voice reply, voice + video calls, etc...

Risks

- User might get bored off a single platform
- Expensive to create and use
- Platform may entirely take a different path like Telegram - Sharing of memes, movies, images, illegal documents, books, adult content may become a common issue
- Lack of motivation, discipline, in-app interaction

Mitigations

Some methods that can be used up:

- Add gamification features
Ex: Rankings, Medals, Titles, etc
- Content and message monitoring can be employed
Ex: Censoring data shared over the platform
- Adding some rewards and benefits on the course for the use of platform of doubt solving. Ex: Ask x no. of genuine doubts on our platform and get 20% off on your next purchase



Metrics affected

- Bounce Rate
- Learning Satisfaction
- Stickiness
- Retention
- Fallouts or Churn Rate

Research Source

- Analytics of existing learning platforms
- Answers, Interviews of Industry leaders
- Podcast
- Peer Discussion, Kalpitam : The Product Club of IIT (ISM), Dhanbad
- Google



Thank You.